CYPHEME



WHO WE ARE

WE PROVIDE INNOVATIVE ANTI-COUNTERFEIT SOLUTIONS

We develop top-quality tech solutions to fight against illegal markets and counterfeiting. We are a French company based in **Paris** with offices in China, Japan and Thaïland. Our solutions detect counterfeit products in a revolutionary manner and come with a set of options to support your marketing efforts.

REFERENCES:

- QUALIFY ISO 12931
- SEAL OF EXCELENCE CEE

Assessment criteria	Objectives targeted Parameters to be assessed	Assessment	Criticality			
			High	Mediu	Low	Not relevan
1.5 Feature-linked physical characteristics	Visibility	Yes, required for inspection	Х			
	Machine readable	Yes, non-subjective interpretation	Х			
	Tamper evidence	Die cuts	Х			
	Uniqueness	2D code and chaos matrix are unique	Х			
2 Attack resistance of the authentication elements	To specify the performance of the authentication elements regarding different sorts of attacks					
2.1 Reverse engineering and copy resistance	Reverse engineering	Chaos-based matrix is "chemically" random, not reproducible Colour obtained by combination of molecules which are impossible to decompose	Х			
	Сору	Impossible Any printed reproduction is recognized and inks and varnishes are not reproducible	Х			
	Simulation, emulation	Impossible Any printed reproduction is recognized	х			
2.2 Tamper resistance/tamper evidence	Tamper resistance	Total if direct printing or linked to the label substrate (delamination)	X			
	Tamper evidence	Alteration of the support or label (die cuts)	Х			

• SEAL OF • EXCELLENCE	European Commission
	d by the European Commission,
	on managing Horizon 2020,
the EU Framework Programs	ne for Research and Innovation 2014-2020
The project p	proposal 849619, Microguard
	ibel and Artificial Intelligence Capable it Products Using a Cell Phone Camera
call H2020-EIC-SMEInst-2018-202	orizon 2020's SME instrument phase 2 0 (H2020-SMEInst-2018-2020-2) of 10 October 2018 of EIC-SMEInst-2018-2020
	SME instrument
	by CVPHENE RUB BAROUE 27 75015 PARES Fizzos
following evaluation by an	international panel of independent experts
	GH-QUALITY PROJECT PROPOSAL ETITIVE EVALUATION PROCESS*
available for this specific Call were	nding by other sources since Horizon 2020 resources already allocated following a competitive ranking. Reina 2020 susuas transloks for the 3 send of their Reina 2020 susuas transloks for the 3 send of their Reina 2020 senses of their form the 10 senses to 2020.
Corina Cretu, Commissioner for Regional Policy	Carlos Moedas Commissioner for Research Science and Innovation
Crete	Cert.
Bruss	sels, 16/11/2018













A unique know-how in artificial intelligence

Artificial Intelligence

Machine Learning

Deep Learning

The subset of machine learning composed of algorithms that permit software to train itself to perform tasks, like speech and image recognition, by exposing multilayered neural networks to vast amounts of data. A subset of AI that includes abstruse statistical techniques that enable machines to improve at tasks with experience. The category includes deep learning Any technique that enables computers to mimic human intelligence, using logic, if-then rules, decision trees, and machine learning (including deep learning)

Our technical teams, true experts in deep learning, develop algorithms that combine several layers of neural networks to offer our customers applications with high added value in security and authentication.

High-tech applications

Document security : visas, passports, driving licences, tax stamps



Access control security, time stamping



Detection of forged documents, bank cheques, banknotes



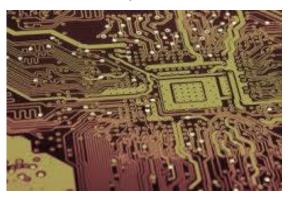
Logistics security, digital bailiff, digital and secure transport documents



Safety and security anti-counterfeiting, traceability



Security of electronic systems, protection of sensitive components



THE BEST LEVEL OF SECURITY

NOISE PRINT :



HYPER P :



5 LEVELS OF SECURITY

- Unique chemical imprint
- Artificial intelligence
- Secure online cloud
- Hyperphotometry
- Reaction to UV light 365 nm

3 OR 4 LEVELS OF SECURITY

- Artificial intelligence
- Hyperphotometry
- Reaction to UV light 365 nm
- Secure online cloud

CYPHEME OFFERS TAILORED SOLUTIONS

Our solution consists of a tag applied to the packaging of the product or to the product itself.

Each unique tag is recorded on a secure online cloud.

A smartphone camera is required to scan the tag and verify the authenticity of the product.



AUTHENTICATION

CHECKING THE AUTHENTICITY OF A PRODUCT HAS NEVER BEEN SO SIMPLE.



TAKE A PICTURE OF THE TAG WITH :





WAIT A FEW SECONDS

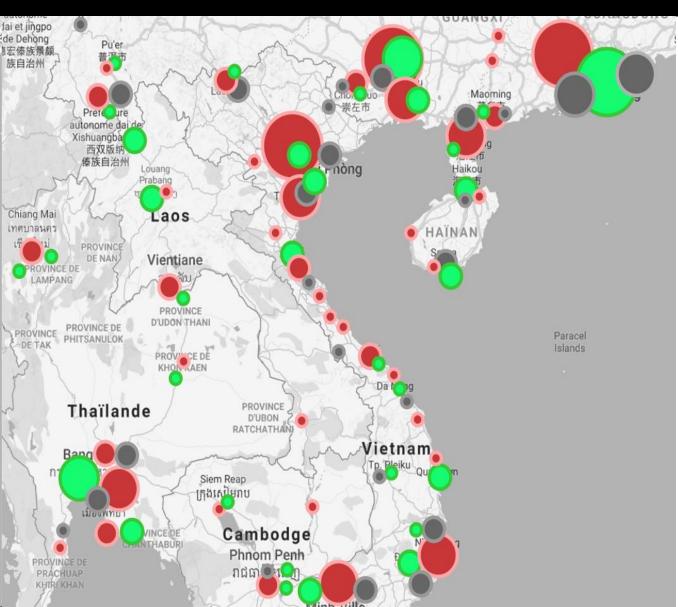


READ THE CHATBOT MESSAGE: « GENUINE » or « FAKE »

FIND OUT ABOUT YOUR PRODUCT.

TRACEABILITY and DATA ANALYSIS

CYPHEME PROVIDES PRECISE GEOLOCATION REPORTS.



1- GEO-LOCALIZATION

- Know in real time where your products are scanned
- Know in real time where fake products are scanned

2- TRACING

Some of your products ends up where they shouldn't? For example, sold on e-markets outside of your official distribution network?

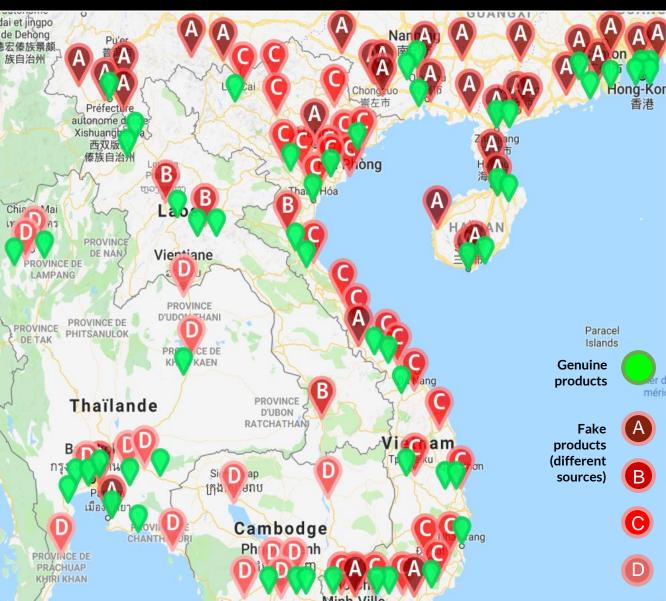
We can provide you with batches of numbered tags. Provide each of your distributors with a different batch. Whenever one of your product is found outside of its regular circuit, you will know who it came from.

3- TRACK AND TRACE

We don't provide logistics and ERP consulting, but we are compatible with third party supply chain T&T suppliers

DEEP TRACING

A.I. COUNTERFEIT MONITORING - NO MARK NO TAG



1- TRACING

- Geolocate and map your counterfeits on a massive scale
- Identify your different sources of counterfeits
- Pinpoint targets for police and justice action

2- NO MARK NO TAG

- Use it RIGHT AWAY on your existing products, without modification
- Identify fake versions of your product, from pictures of the packaging only
- No industrial integration costs





Contact Us

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